

Message Text

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17

ACTION EA-09

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

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TO USDOC WASHDC PRIORITY

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UNCLAS TOKYO 15446

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: TRADE CENTER PARTICIPATION IN U.S. BICENTENNIAL

REF: (1) WHITELY/ANDERSON TELCON OCT. 28, 1975 (2) STATE 233809

(3) TOKYO 12443 (4) STATE 184411

1. TRADE CENTER HAS NOTED OIM'S SUGGESTION PER REFTELCON TO SELECT COMMEMORATIVE EVENT OTHER THAN COMPUTER EXHIBITION, MRCH 1976, FOR BICENTENNIAL PROMOTION. TRADE CENTER DOES NOT BELIEVE, HOWEVER, THAT OTHER TRADE CENTERS' SELECTION THIS THEME WOULD HAVE ANY DETRIMENTAL EFFECT IN JAPAN OR ELSEWHERE. GIVEN CURRENT BUSINESS CONDITIONS AND UTLOOK, JAPAN WILL STILL BE VERY MUCH IN PERIOD OF BUSINESS SLOWDOWN AND SLUGGISHNESS IN 1976, AND IT IS IMPORTANT THAT STRONGEST THEME POSSIBLE, I.E. COMPUTERS, BE SELECTED FOR BICENTENNIAL PROMOTION.

2. TRADE CENTER RECOMMENDS COMPUTER '76 AS BEST EXHIBITION FOR BICENTENNIAL EVENT AN BELIEVES AN EFFECTIVE TIE COULD BE MADE BETWEEN JAPANESE AND U.S. HISTORY IN DEVELOPING PROMOTIONAL THEME BASED ON HOW COMPUTER HAS AIDED BILATERAL GROWTH IN TRADE, TRAVEL AND SHIPPING. THEME COULD ALSO ILLUSTRATE HOW COMPUTERS MADE POSSIBLE TELECOMMUNICATION BY SATELLITE TO JAPAN OF ASPECTS OF EMPEROR'S VISIT TO THE U.S. FOR VIEWING ON JAPANESE TELEVISION.

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3. TRADE CENTER IS IN CONSTANT DIALOGUE WITH AMERICAN AIRLINES,

AMERICAN CHAMBER OF COMMERCE IN JAPAN AND AMERICAN COMPANIES TO DETERMINE THEIR INTEREST IN PARTICIPATING IN COMMEMORATIVE EVENTS. HOWEVER DISCUSSIONS TO DATE TDO NOT REVEAL MUCH BICENTENNIAL ACTIVITY ON THEIR PART, OR ACTIVITY THAT WILL MESH WITH USTC ACTIVITY.

4. USTS IS SUPPLYING BICENTENNIAL POSTERS WHICH WLL BE USED IN LOUNGE AND ELSEWHERE TO EMPHASIZE BICENTENNIAL THEME.

5. REQUEST TO CONCUR WITH TTC'S THEME SELECTION FOR COMMEMORATIVE EVENT ASAP IN ORDER PROCEED WITH BICENTENNIAL PROMOTION.
HODGSON

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